

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

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C.&T.R. Mailing on Institutional Canned Foods

Reprints of the title page of an outstanding magazine feature telling the restaurant trade about canned foods advantages, including profitability, were mailed this week to the N.C.A. membership. In a covering letter, Executive Secretary Carlos Campbell explained that promotion of canned foods to the institutional trade is an important phase of N.C.A.'s work, and as part of the Consumer and Trade Relations activity of the Association and industry it was recommended that brokers calling on the institutional trade could benefit by using the many points developed in the article (see review in the INFORMATION LETTER of May 17, page 167).

The following eight profit-making benefits of canned foods were stressed to the 97,261 readers of *Food Service Magazine*: precise cost, consistent quality, minimum storage, minimum labor, uniform portions, inventory control, standardized recipes, and customer acceptance.

Canned Foods in Grade Schools

American Can Company has published a new booklet especially designed to help elementary school teachers instruct foods classes on the canning industry and canned foods.

Entitled *The Story of Canning and Can Making . . . A Guide to Teachers in Elementary Schools*, the booklet was issued by Canco's Home Economics Section. With elementary school enrollment at an all-time high and little material about the canning industry specifically prepared for this area, the new publication is most important to the industry.

In announcing the publication, Miss Edalene Stohr, Director of Home Economics for Canco, says:

"Here is the dramatic story of canning and can making from its historic beginning to the present day of convenience foods and automation—told so a teacher can use it in every area of the curriculum."

N.C.A. Speaker Tells Seedsmen Canners Want Quality Seed

W. D. Tyler of Curtice Brothers Company, Chairman of the N.C.A. Vegetable Projects Steering Committee, addressed the American Seed Trade Association at its annual meeting in St. Louis June 24 on "What Processors Expect of Seed and Seedsmen."

Speaking at the invitation of the seedsmen's association, Mr. Tyler told the seed trade that the requirements of farmers and the canning industry for high quality seed is very exacting, and that to produce vegetable crops of uniform maturity and quality, further improvement in the development of seed quality is necessary.

The text of Mr. Tyler's address is reproduced on pages 213 and 214.

N.C.A. Films Recommended

"Dear Eddie" and "The Story of John Porter," N.C.A. films designed to interest farm youth in careers as canning crops growers are being used in the employment service career counseling program conducted by the U. S. Department of Labor. This decision by the Department was made following showings of the two films to their Farm Placement staff. The films were produced and are being distributed as part of the Consumer and Trade Relations activity.

In order that the material in the booklet would be effective and most useful to teachers, it was prepared by teachers.

The booklet contains an interesting discussion of the primitive methods of food preservation and a chapter on "The History of Canning." Interesting facts about canned foods are furnished in a section headed "Do You Know . . ."

The concepts, study guides, and suggested activities are given for social studies, language arts, science, and health classes. The booklet ends with a picture story of how tin cans are made and a list of references and audio-visual materials that are available to the teacher in developing the study of canned foods.

Transportation Tax Repeal

The repeal of the 3 percent tax on transportation of property will be effective with respect to amounts paid for transportation on and after August 1. The Internal Revenue Service has explained, in a technical information release, that no tax is payable on amounts paid after July 31, regardless of when the transportation commenced.

Survey of Foreign Investments

A second postwar survey of American business investments abroad is being conducted by the Office of Business Economics, U. S. Department of Commerce. The survey will seek to measure the amount of such investments, the return on such investments, and their contributions to foreign economies as well as to the U. S. economy.

A report is required by August 31, 1958, from every U. S. business firm and other U. S. residents having investments in foreign branches, subsidiaries, and associated companies as of December 31, 1957. Instructions and regulations governing the survey were published in the *Federal Register* of July 1.

Burns Honored by Veterans

President E. E. Burns was awarded a plaque for outstanding community service by the Wayne Charter Post, Masonic War Veterans of the State of New York at special ceremonies June 28.

Mr. Burns was cited for his long record of service to the township and county, which included 10 years on the town board, six years on the board of education, three years with the local branch of the Red Cross, and 10 years as chairman of the county cancer drive. During all this activity he was a director of three of the hospitals in the area. It was pointed out that his wide business leadership has given

employment to large numbers of people in Wayne County, and that his leading part in promotions of the apple and cherry festivals for the past several years were benefits to community welfare. Finally, it was stated that as President of the National Cannery Association he is making the name of Alton and Sodas, N. Y., recognized nationwide.

Status of Legislation

Agricultural trade development—S. 8420, to raise Title I authorizations from \$4 to \$7.5 billion and to extend P. L. 480 for two years, to June 30, 1960, was passed by the Senate March 20. P. L. 480 was the subject of hearings by the House Agriculture Committee May 5-9, and an extension of P. L. 480 is provided in the omnibus farm bill, H. R. 12954, which was reported by the House Agriculture Committee June 19 and rejected by the House June 26.

Alaska statehood—H. R. 7999, providing statehood for Alaska, was passed by the House May 28 and by the Senate June 30 and cleared for the President. The legislation retains control over Alaska fisheries in the federal government until the Secretary of the Interior certifies that the Alaska state legislature "has made adequate provision for the administration, management, and conservation of said resources in the broad national interest."

Anti-dumping Act—H. R. 6006, to amend the Anti-dumping Act of 1921 so as to facilitate determinations under the Act, was passed by the House Aug. 29, 1957, and by the Senate, with an amendment, May 26, and sent to conference.

CCC equity payments—S. 2426 (Eliender of La.), to authorize CCC to acquire title to unredeemed loan collateral without obligation to make equity payments, is pending before Senate Agriculture Committee, and the provisions of this bill are included in the omnibus farm bill, H. R. 12954, which was reported by the House Agriculture Committee June 19 and rejected by the House June 26.

Customs drawback—H. R. 9919, to amend the Tariff Act of 1930 to extend the privilege of substitution for the purpose of obtaining drawback upon reexportation of all classes of merchandise, was passed by the House Feb. 27.

Farmworkers housing—H. R. 9057, to provide for five-year amortization of housing facilities for farmworkers, was reported by House Ways and Means Committee Aug. 21, 1957.

FDA food additives—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, H. R. 8390 (Harris of Ark.), H. R. 8629 (Wolverton of N. J.) and other food additives bills were the subject of hearings by the Health and Science Subcommittee of the House Commerce Committee in 1957 and April 15-16, 1958. N.C.A. supports H. R. 8390 and H. R. 8629. A new bill, H. R. 13254 (Williams of Miss.), was approved by the Subcommittee July 1.

Fisheries loan fund—S. 2720, to increase the loan fund authorization from \$10 million to \$13 million, was passed by the Senate Aug. 20, 1957. S. 3295, to increase the authorization from \$10 to \$20 million, was passed by the Senate May 29.

Food stamp plan—H. R. 13054, to direct the Secretary of Agriculture to establish a food stamp plan, was approved by House Agriculture Committee June 25.

ICC agricultural exemption—S. 3778, including the proposal to terminate the 203(b)(6) exemption for frozen fruits and vegetables, was passed by the Senate June 11 and by the House June 27, with amendments, and sent to conference.

ICC private carrier definition—S. 3778, including the provision amending the definition of a private motor carrier so as to stop "buy-and-sell" trucking, was passed by the Senate June 11 and by the House June 27, with amendments, and sent to conference.

Marketing orders—H. R. 8367 (Siak of Calif.) is designed to authorize the Secretary of Agriculture to continue marketing orders in effect even after parity is reached. No action scheduled.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20, 1957. N.C.A. opposes.

Mexican farm labor—H. R. 10360 (Gathings of Ark.), to extend the authority under P. L. 78, 82d Congress, to import Mexican nationals for employment in agriculture, was the subject of hearings by a House Agriculture Subcommittee Feb. 28-March 3, June 9-12, and June 20. N.C.A. supports.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was passed (as recommended by the Agriculture Committee) by the Senate May 15.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House

Agriculture Committee and by the Senate Agriculture Committee in 1957. N.C.A. opposes application to canning.

Premier notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than \$10 million, was reported by House Judiciary Committee May 28, 1957. Similar legislation, with amendments, was approved by the Senate Antitrust Monopoly Subcommittee June 26 and is pending before the Senate Judiciary Committee.

Raw product bargaining—S. 2444, to authorize cooperative associations of producers to bargain with purchasers singly or in groups, was approved by the Senate Agriculture Committee June 25.

H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.) are pending before House Judiciary Committee.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21, 1957, and a substitute measure, which would apply only to foods, drugs and cosmetics, was approved by the Senate Judiciary Committee June 23; the substitute is to be formally reported to the Senate by July 9.

Small Business Administration—H. R. 7963, to extend the life of the SBA and to revise its authority, was passed by the House June 25, 1957, and by the Senate, with amendments, July 1 and sent to conference.

Trade Agreements Act—H. R. 12591 (Mills of Ark.), to amend and extend the Trade Agreements Act for five years as recommended by the Administration, was passed by the House June 11, and is the subject of public hearings begun by the Senate Finance Committee June 20.

Wage-Hour—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7, 1957.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

Domestic Sugar Quotas

USDA on June 18 announced an increase in its estimate of domestic sugar requirements and raised the sugar consumption quotas for 1958 from 8.9 to 9.0 million tons.

Wholesale Distributors' Stocks of Canned Foods

A report on June 1 stocks of 20 canned food items in the hands of wholesale distributors, including warehouses of multiunit retail organizations, has been issued by the Bureau of the Census, U. S. Department of Commerce.

Vegetables—Compared with a year earlier, distributors' stocks of green and wax beans, peas, and sauerkraut were larger on June 1 of this year. Distributors' stocks of corn were reported 123,000 cases or 3 percent smaller than on June 1 a year ago.

The most significant increase was reported for peas, with distributors' stocks up 17 percent and canners' stocks also considerably above a year ago.

Fruits—Canned fruits measured in the survey reflected mixed trends when compared with levels a year earlier. Distributors' stocks were reported higher for applesauce, RSP cherries, peaches, pears, and pineapple, while reductions from a year ago were reported for apples, apricots, sweet cherries, fruit cocktail, grapefruit segments, and plums. Canners' stocks of most fruits declined.

Juices—Distributors' stocks of the three citrus juices covered in the survey were above year-ago levels, with the largest gain being reported for orange juice, up 19 percent. However, these gains were more than offset by heavy reductions in canners' stocks during the same period. Stocks of pineapple juice dropped at both the distributor and canner levels.

Item	June 1 1957	April 1 1958	June 1 1958
<i>(thousands of actual cases)</i>			
Vegetables:			
Beans, green and wax.....	2,727	2,993	2,822
Corn.....	3,785	3,882	3,660
Peas.....	3,117	3,914	3,648
Sauerkraut.....	588	704	607
Fruits:			
Apples.....	451	435	426
Applesauce.....	1,140	1,354	1,229
Apricots.....	634	634	625
Cherries, RSP.....	307	463	390
Cherries, sweet.....	236	n.a.	225
Fruit cocktail*.....	1,506	1,391	1,403
Grapefruit segments.....	473	483	440
Peaches.....	2,981	3,111	3,144
Pears.....	1,147	1,167	1,197
Pineapple.....	1,826	1,808	1,834
Plums.....	351	n.a.	290
Juices:			
Citrus blends.....	513	682	575
Grapefruit.....	1,045	1,177	1,116
Orange.....	1,224	1,567	1,460
Pineapple.....	1,487	1,021	1,149
Fish:			
Maine sardines.....	230	293	237

n.a.—Not available. *Includes fruits for salad and mixed fruits (except citrus).

What Processors Expect of Seed and Seedsmen

Following is the text of the address by W. D. Tyler of Curtice Brothers Company, Chairman of the N.C.A. Vegetable Projects Steering Committee, entitled "What Processors Expect of Seed and Seedsmen," which was delivered at the annual meeting of the American Seed Trade Association in St. Louis June 24:

To properly orient myself with you, it should be understood that I am here representing the Technical Advisory Committee, called TAC, of the National Canners Association. We are a small group from many parts of the country, concerned with improving the technology of the production and the harvesting of fruits and vegetables for processing. The TAC has stimulated the development of the sweet corn and snap bean harvesters, precision planters, mobile pea viners and improved sprayers. Manufacturers welcome the Committee's agronomic evaluation of their inventions because it provides a short cut to a machine acceptable to our industry.

We have encouraged research along many lines and have been especially interested in improved seed quality. Other developments including precision planters and increased yields of competing crops, emphasize our need for better seed.

One word, quality, is the keynote of my message to you today. Of prime importance is the quality of attitude. We expect of our seedsmen an attitude incorporating empathy—or the putting of yourselves in our shoes. This is an important first step in resolving our many problems.

We would like to consider seedsmen and processors as departments in a vertically integrated food industry, rather than as separate corporations. Some processors achieve integration by producing their own seed. Equally effective integration can be accomplished with separate corporations, if the seedsmen keeps the processor fully informed as to his product, and co-operates wholeheartedly in the attempt to solve processors' needs. I am so sure that the seed that is best for processors is the best for seedsmen, that any attitude other than complete candor is folly.

Processors expect the seed of tomorrow, each and every one, to be capable of producing a healthy plant, similar in productivity to every other plant in the seed lot. Plants will be high yielding and resistant to such important obstructions to performance as disease and drought. The product of these plants generally will be of identical maturity and of uniformly high quality. While there are doubtless other desirable attributes, those mentioned will serve as a starting point.

How far from this ideal are we today? In carefully hand planted row trials of peas and corn, we find a substantial number of seeds that do not germinate, some seedlings do not survive, and some plants do not produce. It is not uncommon, even under the relatively ideal conditions we create by irrigation, and other means, to find that only 60 percent of pea and corn seeds result in productive plants. Nor does this take into account the variable maturity of the crops. Quality separators in food processing plants attest to our combined failure in this regard.

Seedsmen, desiring to improve their product, will find it appropriate to concern themselves with improved methods of measuring seed quality. A suitable yardstick is necessary to detect weaknesses in seed and to measure progress. Many of us consider the germination test almost worthless in projecting field performance. Two pea seed lots, both germinating over 98 percent in the laboratory, produced 98 and 73 plants per 100 seeds, when planted in replicated rows in the field last season. A further comment on the germination test is that the practice of some seedsmen to tag seed with the minimum legal germination does not properly reflect the good performance of the seedsmen of my acquaintance. If the germination test was a suitable measure of quality, it would be far better to put the actual germination on the tag rather than to list the minimum which, in effect, says, "I just get by and that is all." We are not much interested in whether or not seed is alive, but we are greatly concerned in how much it is alive.

In an effort to better measure seed quality, the TAC, working with seedsmen, have developed a laboratory method for determining seed vigor. We are convinced that it is a better measure than the germination test, but frankly admit it leaves much to be desired. It appears to us that seedsmen are reluctant to use this, or any other new test, even as a basis for further investigation. Dr. Moore at North Carolina State College employs tetrazolium chloride to detect live, injured, and dead areas of seed. Soaking prior to running a standard germination test apparently reduces the vigor of weak pea and bean seed, but does not affect strong seed. There are, of course, many approaches to this problem of seed quality measurement. Processors expect seedsmen to aggressively follow and support the work being done on seed quality measurement, and to lead the way to evolving a superior yardstick.

Causes of weak seed and poor field performance, I'm sure, are many and varied. In no way do I qualify as an expert in this area. However, expertness is not required to suggest a course of action to obtain answers to seed quality problems.

There are at least three factors that influence the quality of seed that processors receive. They are (1) genetic; (2) environment in the field where the seed is produced; and (3) the combination of harvesting, handling, storage and treatment.

Basic research to determine how breeding influences seed quality is a rather neglected field. This is an assumption based on the fact that we hear so little about it. Dr. Hoffman at Charleston reports that the tendency to seed coat rupture in snap beans is inherited, and that it is possible to select against this trait in the F₂ or F₃ generation. It is suggested that the desirability of uniform cotyledons in beans will be established in the near future, and that this characteristic is inherited. One processor has shown that weak pea plants, produced from small seed, in turn produce a small berry of poor quality when processed. Here, size grading for seed production should be considered. There is some reason to believe that barrenness in sweet corn, now being studied by Natti and Barton at Geneva, may be genetic in origin. Sugar beet interests have produced both monogerm seeds and hybrids, both of which processors desire in beets for canning.

It is not my purpose here to report all the research being done on seed. The work mentioned is to illustrate the various points.

Environmental factors that influence seed quality include, but are not limited to, fertility, the amount and timing of water, and the occurrence of disease. Work here at the Missouri Agricultural Experiment Station shows that fertilization for high yield may produce low quality seed. Internal breakdown of pea seed may be caused by excessive amounts of water or, perhaps, by a lack of minor elements. It is intriguing that, although Wade and Zaumeyer reported this condition in *Phytopathology* in December, 1934, suggesting that seedsmen were "apprehensive," nothing has been done since to determine the cause of this condition that results in lowered seedling vigor.

How much is known about the effect of environment, and is this knowledge used? Another important question is, "How much research is being conducted to determine the effect of the many environmental factors on seed quality?" Field selection, soil analysis, proper fertilization, insect and disease control, desirable pH and careful supervision of grower practices may be even more important in seed production than in the growing of crops for processing.

The importance of careful harvesting, handling, storage, and treatment is so obvious that it is appropriate only to suggest the need for improvement. In Wisconsin, Hoppe showed a marked increase in germination, in

some instances by retreating seed previously treated by the producer. Some seedsmen were not doing justice to themselves or to their seed.

I've questioned both the support of, and the participation in, basic research on seed quality by seedsmen. I've questioned it because, in spite of diligent inquiry, I do not learn much about what seedsmen are actually doing. Answers are vague and there seems to be an aura of mystery about this particular subject. If seedsmen and processors are truly partners, we deserve your frankness. Processors expect not just talk of research facilities, but a lot more actual evidence of research by seedsmen. I hope this Association stimulates and supports research by state, federal and private institutions; and that it gives appropriate publicity to research accomplishments. I expect that seedsmen, like everyone else, are in favor of research. My own experience indicates it's quite easy to be in favor of something yet to do nothing about it. So it may be well to suggest that each and every seedsmen ferret out and apply every bit of knowledge available in the production of better seed. If seed quality is pursued with the same diligence applied to developing new varieties, progress will truly be rapid.

While not a part of my topic, I want to assure you that we processors are aware of our responsibilities to the seed you produce. Our knowledge of what to do is steadily expanding, and modern equipment permits better performance. I would expect the seed delivered to processors has a better chance to perform than most other seed, because of the careful supervision of our well-trained field staffs.

We are, as companies, state associations and our national association, doing many of the things for our industry which we are now urging you to do for your industry. It is conceivable that the techniques and devices, developed and employed in the production of crops for processing, might aid in seed production. One example would be improved planting equipment.

By now you are doubtless convinced that processors are very demanding and expect a great deal of seedsmen. I'm sure this is right; but we are critical, not of seedsmen alone, but of all our suppliers, our growers, and especially ourselves. An important consideration is the recognition of the long-range job ahead in food production. As the population increases, better production will have to come from every acre through more careful use of better seed.

The relationship of seedsmen and the TAC Seed Quality Subcommittee has been pleasant but somewhat one-sided, in that processors are usually the aggressors. We would like seedsmen to develop a quality attitude and a quality policy regarding their responsibilities in basic and applied research—and then do something about it. If you would take the initiative and come to us and tell us how you can do a better job with seed, that would be pretty important.

The revolution that is taking place in some segments of agricultural production has been described by Secretary Benson as a "technological explosion." Gentlemen, we processors expect our seedsmen friends to keep us in the vanguard of this race for better production.

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